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Six in 18. That was not a win-loss stat, it was six new head coaches in 18 months. While everyone who is in facilities and events is acquainted with change, nothing can be as transformative as a new head coach. Though it may seem that you are starting from scratch, it is important to remember that change gives everyone a chance to start fresh.

As with any staff turnover, the first months are crucial to establish a relationship with the new coaching staff. One of the biggest lessons I had to learn was that all the goodwill, history, and knowledge you had with someone starts over at zero. While you know everything you have done in the past and the work that has gone into your institution, the person sitting across the table does not. Approaching these turnovers like you approach a new job for yourself helps create a framework for building the foundation for a productive relationship.

Doing little things the first days such as making sure nameplates are updated, keys and card access are set up, etc. go a long way to start this process for when bigger conversations occur.

Big conversations and expectations are something that will always occur when bringing in new staff members. No matter the reason for the change, everyone wants to put their own stamp on their program. This can range from a new coat of paint to gutting the locker rooms and office suites and starting over. Having a clear vision of what the new staff is looking for is a good starting point. One of the items that I encourage all of our coaches to do is to send me pictures of what they like at other schools they have been to or worked at. This allows for a starting point that you can then put your own style on. Having a conversation with your executive leadership team is also crucial so you know what is a wish and what is reality. While facilities are often the most discussed item during any coaching transition, do not forget about the events side. Information about schedules, credentialing at games, and parking arrangements are all items to be covered. My goal is to always provide an abundance of information and start paring it back once I know the staff's priorities.

The head coach is always the one who gets the publicity and the attention when a new staff member arrives on campus. It is important to remember that a coaching change often leads to a large staff turnover, which in the case of a sport such as football could be as many as 25 people. Make an effort to get to know the staff and who is the true decision maker. The coach is worried about getting players and wins, the director of operations is worried about getting the practice locations right.

While it may seem daunting, always remember that, "the more things change the more they stay the same." The practices that have helped you get this far will be what makes you successful with a new staff: communication, organization, and execution.



## Barb Kowal

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Director of Professional  
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For the first time since 2019, College Sports Communicators (CSC) heads to Orlando for our newly-branded Convention name - CSC UNITE - as we gather with NACDA & Affiliates colleagues for four days of learning, networking and collaboration.

Our convention features a mix of educational programming (featured speakers, panels and educational lounges/hands-on training), the always-popular Divisional Day programming, awards ceremonies (CSC All-Star Night of Honors presented by ESPN; Academic All-America Hall of Fame Luncheon and Special Awards Luncheon); and social events (CSC Exhibit Hall Kickoff Reception, CSC/Women Leaders/N4A Reception, and a night in the NACDA Exhibit Hall).

A reminder that attendees from NACDA are invited to all open CSC programming.

A few highlights:

**Professional development sessions and workshops.** We will bring together senior level administrators in sports communications, athletics directors and industry executives, along with our members, for panel discussions and networking opportunities. Topics include: developing and enhancing strategic leadership; communication skills; career connections; developing your professional brand; digital and social content/storytelling strategies; advocating for and working on your mental health and wellness; diversity, equity and inclusion conversation circles; writing sessions with leading reporters and journalism professors; setting priorities and boundaries; building a staffing blueprint; storytelling using data and analytics; developing coach-athletics communications partnerships, and more.

**Featured presentations.** Featured presentations include a session with Chris Werle, Padilla Senior Vice President, Crisis and Critical Issues Management, with Iowa Deputy AD Beth Goetz and others on intentional career building to increase your influence in the workplace; a conversation with Jen Sabatelle, CBS Sports Executive VP, Communications; and an emerging trends in technology and leadership discussion with CSC Keith Jackson Eternal Flame Award recipient Jeff Rubin, SIDEARM Sports founder and president.

**Divisional Day.** Programming on June 12 is tailored for attendees to experience specific sessions/topics geared toward the division of college athletics they work in.

**CSC Academic All-America Hall of Fame Induction Ceremony.** A signature event for the organization, the Academic All-America Hall of Fame luncheon features inductees U.S. Navy submarine commanding officer Andrew Cain (Rose-Hulman, baseball), Chicago Bears President Kevin Warren (Grand Canyon, basketball), former WNBA superstar Lindsay Whalen (Minnesota) and leadership and business coach Rick Miller (Bentley, soccer), with Holly Rowe of ESPN hosting the ceremony. Plus, Tamika Catchings, former WNBA and Tennessee basketball great and Catch the Stars Foundation leader, will receive the 2023 Dick Enberg Award.

**Joint Programing With NACMA, ICLA, N4A and Women Leaders.** CSC will hold joint programming with several NACDA Affiliate Associations. CSC and NACMA present a session on the magic of innovation and creativity with Orlando Magic staffers; CSC and ICLA present on "strengthening your brand story;" and N4A, Women Leaders and CSC will host an "#AspireHigher: Women in Athletic Leadership" session.